

Essential Tech Tools

for coaches

That will give you the ability to:

1. Design images, workbooks & videos to use for social media, freebies/lead magnets, ads etc.
2. Have a place to send people to learn more & opt-in to your freebies.
3. Schedule appointments with real-time access to your calendar.
4. Implement a payment method that accepts credit cards, debit cards and methods worldwide.
5. Create a system for building & managing your email list.

For creating

Canva - an easy to use tool to create images, worksheets, workbooks, video & even presentations. The platform has thousands of free templates.

Investment: FREE but I highly recommend upgrading to PRO. It's inexpensive and with Pro you can upload brand colours and fonts and you get access to all the premium features and templates - which can save you a lot of time.

Zoom - in addition to being a place to hold coaching sessions with your clients you can use Zoom to record video and/or audio.

Investment: FREE for sessions up to 40 minutes and then there are options to upgrade to paid versions that allow you to run longer sessions and even host webinars.

For websites, landing pages & places where people can opt-in or buy

Wordpress.org - you can use this platform to build out your website, opt-in pages, sales pages and more. Using Elementor as the page builder and a theme like Astra gives you tons of templates and flexibility to create stunning websites and pages. It's the gold standard for websites but can have a slightly longer learning curve.

Investment: FREE but you will need to secure a hosting service like Siteground to provide the secure space for your website and pages to live which is. From \$14.99 a month.

Squarespace - you can use this platform to build & host your website, opt-in pages, sales pages and more with their available templates. It doesn't offer the same flexibility as Wordpress but can be faster to setup

Investment: Plans from \$23/month

For scheduling consultation/sales calls & coaching sessions

Acuity - an easy to use platform that allow you and your clients to see your real-time availability and schedule appointments. Sync calendars, accept online payments by integrating with Stripe or PayPal. The higher tiers allow you to manage subscriptions and memberships.

Investment: \$15/month

For accepting payments by credit card or wallet

Stripe - an easy to use platform that allows you to accept credit cards, debit cards and other payment methods from around the world. Safe, secure and with flat fees.

Fees: 2.9% + \$0.30 per transaction.

For building your email lists and managing the list

ConvertKit - I used to recommend Flodesk but recently switched to ConvertKit for the more robust automation, segmentation and reporting features. ConvertKit has all the same features and it's still easy to use, has better training to help you learn how to make the most out of the platform and amazing customer service. I recommend starting with this platform if you're planning to take email marketing and list building seriously.

Investment: \$15/month for up to 300 subscribers (sliding scale after that)

Flodesk - a simple platform to use as you are starting out. Easy to use templates to build emails and opt-in forms that can be used on their own or embedded into other landing pages on your website.

Investment: \$38/month (unlimited subscribers)

For ALL-IN-ONE services

On these platforms you can build, host, and manage digital products, services, courses, and memberships sites. Typically a bigger investment and often more than a new business builder requires to meet their needs.

KLEQ

Investment: \$197/month

Kajabi

Investment: \$199/month